Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

- 1-4. (Canceled)
- 5. (Currently amended) A sustained release pheromone formulation emprising consisting of:

an insect-derived pheromone or a synthesized pheromone having the same molecular structure as the insect-derived pheromone; and

a substrate for containing the pheromone consisting essentially of a calcined crystalline mineral[[,]] prepared by steps consisting essentially of firing a crystalline mineral selected from the group consisting of clay minerals of a multiple-chain structure type having a fibrous form, 2:1 clay minerals having a tabular form, and silicas, at 500 to 700°C for a time period of from 5 to 120 minutes

- 6. (Previously presented) The sustained release pheromone formulation according to claim 5, wherein said crystalline mineral is a crystalline clay mineral.
- 7. (Previously presented) The sustained release pheromone formulation according to claim 5, wherein said pheromone is a natural pheromone and/or a synthetic pheromone.
- 8. (Previously presented) The sustained release pheromone formulation according to claim 6, wherein said pheromone is a natural pheromone and/or a synthetic pheromone.
- 9. (Previously presented) The sustained release pheromone formulation according to claim 5, wherein the pheromone content is 1 to 30 mass % relative to the total mass of said crystalline mineral and said pheromone.

- 10. (Previously presented) The sustained release pheromone formulation according to claim 6, wherein the pheromone content is 1 to 30 mass % relative to the total mass of said crystalline mineral and said pheromone.
- 11. (Previously presented) The sustained release pheromone formulation according to claim 7, wherein the pheromone content is 1 to 30 mass % relative to the total mass of said crystalline mineral and said pheromone.
- 12. (Previously presented) The sustained release pheromone formulation according to claim 8, wherein the pheromone content is 1 to 30 mass % relative to the total mass of said crystalline mineral and said pheromone.
- 13. (Previously Presented) The sustained release pheromone formulation according to claim 5, wherein the crystalline mineral is one selected from the group consisting of sepiolite, palygorskite and montmorillonite.
- 14. (Previously Presented) The sustained release pheromone formulation according to claim 7, wherein the crystalline mineral is one selected from the group consisting of sepiolite, palygorskite and montmorillonite.
- 15. (Previously Presented) The sustained release pheromone formulation according to claim 9, wherein the crystalline mineral is one selected from the group consisting of sepiolite, palygorskite and montmorillonite.
- 16. (Previously Presented) The sustained release pheromone formulation according to claim 11, wherein the crystalline mineral is one selected from the group consisting of sepiolite, palygorskite and montmorillonite.
- 17. (Previously Presented) The sustained release pheromone formulation according to claim 5, wherein the time period is from 30 to 60 minutes.
- $18. \hspace{0.5cm} \hbox{(Previously Presented)} \hspace{0.5cm} \hbox{The sustained release pheromone formulation} \\ according to claim 6, wherein the time period is from 30 to 60 minutes.}$

- (Previously Presented) The sustained release pheromone formulation according to claim 9, wherein the time period is from 30 to 60 minutes.
- $20. \hspace{0.5cm} \hbox{(Previously Presented)} \hspace{0.5cm} \hbox{The sustained release pheromone formulation} \\ according to claim 10, wherein the time period is from 30 to 60 minutes.}$
- $21. \hspace{0.2in} \hbox{(Previously Presented)} \hspace{0.2in} \hbox{The sustained release pheromone formulation} \\ according to claim 11, wherein the time period is from 30 to 60 minutes.}$
- 22. (Previously Presented) The sustained release pheromone formulation according to claim 12, wherein the time period is from 30 to 60 minutes.
- 23. (New) A sustained release pheromone formulation consisting essentially of:

an insect-derived pheromone or a synthesized pheromone having the same molecular structure as the insect-derived pheromone; and

a substrate for containing the pheromone consisting of a calcined crystalline mineral prepared by steps consisting essentially of firing a crystalline mineral selected from the group consisting of clay minerals of a multiple-chain structure type having a fibrous form, 2:1 clay minerals having a tabular form, and silicas, at 500 to 700°C for a time period from 5 to 120 minutes.

24. (New) A sustained release pheromone formulation consisting of: an insect-derived pheromone or a synthesized pheromone having the same molecular structure as the insect-derived pheromone;

a substrate for containing the pheromone consisting of a calcined crystalline mineral prepared by steps consisting essentially of firing a crystalline mineral selected from the group consisting of clay minerals of a multiple-chain structure type having a fibrous form, 2:1 clay minerals having a tabular form, and silicas, at 500 to 700°C for a time period from 5 to 120 minutes; and

at least one reagent selected from the group consisting of an antioxidant, a UV absorber, and an organic solvent.